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ABSTRACT

The results are presented of a survey made to determine the communication patterns by which the area population learned of KOCE (a public UHF television station of the Coast Community College District) during its first year of operation, and how active viewers of the TV station perceived it in terms of desirable and actual service. The survey was accomplished by use of a 20-item mail questionnaire, a copy of which is provided. The survey data are presented in 21 tables, and findings are discussed. (DB)

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KOCE-TV

NEEDS-ASSESSMENT SURVEYS

COMMUNICATIONS PATTERN SURVEY

JC 740 183

OFFICE OF INSTITUTIONAL RESEARCH

FEBRUARY, 1974

● ORANGE COAST COLLEGE
COSTA MESA

● GOLDEN WEST COLLEGE
HUNTINGTON BEACH

Preface

This report describes the proceedings and results of one portion of a research project funded by the Corporation for Public Broadcasting to determine the educational and public service needs of the service area of KOCE, a public UHF television station owned and operated by the Coast Community College District. These pages discuss the patterns of communications by which the service area population learned of KOCE during its first year of operation and how active viewers of the television station perceived it in terms of both desirable and actual service rendered.

For additional information about the project, write to the Office of Institutional Research, Coast Community College District, 1370 Adams Avenue, Costa Mesa, California, 92626.

Project Staff

Teri L. Hoffman

Jean F. Riss

Carol E. Teraz

Richard W. Brightman,
Project Director

Summary of Findings

For operational purposes, this report defines an "active KOCE viewer" as one who was sufficiently motivated to contact the station without direct invitation to do so. Two hundred two out of 549 active viewers returned a mail questionnaire sent to them after KOCE had been broadcasting for one year. The following summarize their responses.

1. Newspapers and mail brochures were the most frequently cited source of information about KOCE for active viewers (Table I). Once having watched a program on KOCE, over 90 percent recommended the station to someone else (Table II).

2. Active KOCE viewers typically watched between one and five hours per week of KOCE programming (Table III).

3. Active KOCE viewers spend about as much time watching KCET, Channel 28, as they do KOCE; however, the data suggest that more respondents were regular KOCE viewers than regular KCET viewers (Tables IV and V).

4. Almost 19 percent of the KOCE active viewers subscribed to KCET (Table VI).

5. More than half of the respondents reporting watching more than ten hours of commercial television per week. More than one quarter of the respondents watch it more than 20 hours per week (Table VII).

6. Nearly 69 percent of active KOCE viewers report that the station's reception was either as good or better than other stations (Table VIII).

7. Almost 85 percent of the respondents look to newspapers and television as their primary source of Orange County news. Over 64 percent report newspapers as their primary source (Table IX).

8. Nearly 30 percent of active KOCE viewers report that educational courses would appeal to them. Over 50 percent identified cultural programming and programming concerning local and county affairs as important (Table X). Only 10 percent of the respondents reported that children's programming was appealing.

9. More than half of the respondents reported that they had watched at least some of KOCE's broadcast college courses (Table XI). Over 70% said that they would be interested in taking such a course (Table XII).

10. More respondents identified educational and cultural programming as the most important role for KOCE (Table XVIII). Over 70 percent of the respondents answering the question reported that KOCE was satisfying the role they thought best for it.

TABLE OF CONTENTS

	Page
Preface	i
Summary of Findings	ii
List of Tables	iv
Communication Patterns	2
Procedures	2
Findings	3
Sources of Information about KOCE	3
Amount of Time Spent Watching KOCE	5
Source of Local News	9
Programs viewed on KOCE	10
Televised College Courses	11
Household Characteristics	13
Role of KOCE	15

LIST OF TABLES

Tables		Page
I	How Did You First Hear About Channel 50?	3
II	Have you Suggested To Anyone Else That They Watch Some Program(s) On Channel 50?	4
III	About How Many Hours Per Week Do You Watch Channel 50?	5
IV	How Many Hours of The Typical Week Do Adults In Your Household Watch TV	6
V	Do You Watch KCET-Channel 28?	7
VI	Are You A Member or Subscriber To KCET-Channel 28?	8
VII	About How Many Hours Per Week Do You Watch Commercial Channels 2 - 13?	9
VII	How Is Your Reception of Channel 50 Compared To Other Stations?	9
IX	Where Do You Get Most of Your Orange County News?	10
X	Which Kind of Channel 50 Programs Would Appeal To You and Your Family?	11
XI	Have You Watched Any Part of Channel 50's College Courses	12
XII	Might You Ever Be Interested In Taking A College Course Over Television?	12
XIII	Might You Be Interested In Taking A Televised Course Without Credit--but Using Facilities?	13
XIV	How Many Television Receivers Does Your Household Have?	13
XV	Do Any Receive Color?	14
XVI	What Is The Occupation of The Head of Your Household?	14
XVII	How Many Years of Education Has The Head of Your Household Completed?	15
XVIII	What Should The Proper Role of KOCE-Channel 50 Be?	16
XIX	Do You Think That KOCE-Channel 50 Is Satisfying This Role?	16
XX	What Should Channel 50 Do That, As Far As You Know, It Is Not Doing?	18
XXI	What Should Channel 50 Not Do That You Understand It Is Doing?	19

KOCE, Channel 50, is a noncommercial educational broadcasting television station serving Orange County, California. The station began broadcasting in November, 1972, serving Orange County with a type of programming which had not previously been available to local audiences. KOCE has embarked upon a program of extending education by means of broadcasting college courses and by comprehensive public service broadcasting to the Orange County area.

In July of 1973, KOCE was awarded a grant from the Corporation for Public Broadcasting to conduct research in audience development and television course evaluation. The audience development portion of the research project includes longitudinal telephone surveys of Orange County, a study of communication patterns to determine how Orange County residents learned of KOCE, and a series of needs-assessment or ascertainment panel discussions of population group leaders which were subsequently reviewed by larger groups of lay members of each population segment. The television course evaluation component includes student course diaries and television viewing log studies as well as post-course student surveys.

Communication Patterns

This paper reports the findings of the communications pattern survey. KOCE began broadcasting on November 20, 1972. By 1973, one year later, more than 600 individuals had contacted the station with unsolicited letters, postcards, and telephone calls. This component of the research project seeks to determine a number of things about this group of persons who can be described as "active KOCE viewers" in the sense that they were motivated sufficiently to contact the station on their own.

The following areas of interest were to be investigated by making additional contact with this group:

1. Source of information about KOCE
2. Amount of time spent watching KOCE
   a) compared with other public television
   b) compared with commercial television
   c) quality of reception of KOCE
3. Source of local news
4. Programs viewed on KOCE
5. Televised college courses
6. Household characteristics
7. Role of KOCE

Procedures

Of the more than 600 persons who contacted KOCE during its first year of broadcasting, 549 had provided mailing addresses. We mailed the letter and questionnaire appearing in Appendix A to each of these persons. This mailing took place during the second week of October, 1973. Two hundred and two of the 549 returned the questionnaire, a response rate of 36.8 percent.

Findings

Tables I through XXI show the response frequencies and percentages for each of the questions on the questionnaire.

Sources of Information about KOCE

Table I shows the responses to the question, "How did you first hear about Channel 50?" The largest response category, Newspaper Article, shows a 36.1 percent response rate. Mail brochures, either arriving at home through the mail or picked up on a college campus, ranked second-most important as a source of initial information about KOCE. About 14 percent of the respondents came across the channel accidentally while switching stations.

	No.	%
Friend	15	7.4
Newspaper article	73	36.1
Newspaper ad	4	2.0
Radio announcement	-	-
Came across it accidentally, switching channels	28	13.8
Mail brochure	29	14.4
Brochure picked up on college campus	28	13.8
Other	1	0.5
invited to tour	4	2.0
Cal State newspaper	1	0.5
college class	2	1.0
saw tower in La Habra Heights	2	1.0
relative	1	0.5
broadcasting magazine	1	0.5
educational Journal	1	0.5
brochure at local library	1	0.5
telephone questionnaire from KOCE	1	0.5
brochure mailed by campus	1	0.5
place of employment	2	1.0
TV Times	2	1.0
Orange County Illustrated	1	0.5
No answer	4	2.0
Total	202	100.0

Table I

How Did You First Hear About Channel 50?

Table II shows that once having learned of KOCE, and perhaps having watched a program over the station, the viewers typically suggested to their friends that they also watch a program over the station. They also showed a strong propensity to recommend KOCE to other members of their family and to colleagues at work. Less than 8 percent of the respondents reported that they had not recommended KOCE to anyone else.

			No.	%
Yes			182	90.1
	No.	%		
Who?				
Member of family	87	25.7		
Other relative	35	10.4		
Neighbor	57	16.9		
Colleague	65	19.2		
Friend	93	27.5		
A class	1	0.3		
	338	100.0		
No			16	7.9
No answer			4	2.0
		Total	202	100.0

Table II

Have You Suggested To Anyone Else
That They Watch Some Program(s)
On Channel 50?

During its first year of broadcasting, then, active KOCE viewers, that is those sufficiently motivated about the station to contact it, learned of it chiefly through newspaper articles and mail brochures. A surprisingly large proportion, 13.8 percent, came across it accidentally by switching channels. Once having learned of KOCE, these viewers recommended it to their friends, family members, and work colleagues more often than neighbors or other relatives.

Amount of Time Spent Watching KOCE

Table III shows the response to the question, "About how many hours per week do you watch Channel 50?" A total of 68.3 percent reported that they spent between one and five hours per week watching the station. Another 11.9 percent indicated that they watched between six and ten hours. Of all those who have contacted the station and who returned the questionnaire, only 31, or 15.3 percent, did not watch it regularly.

	No.	%
1 - 5 hours	138	68.3
6 - 10 hours	24	11.9
11 - 15 hours	4	2.0
16 - 20 hours	2	1.0
21 - 24 hours	3	1.5
None	15	7.4
Now and then	4	2.0
No answer	12	5.9
Total	202	100.0

Table III

About How Many Hours Per Week Do You Watch Channel 50?

During the week day, adults in those households represented by our respondents typically watch between one and five hours of television in the evening. Large proportions of this population also watch between one and five hours in the afternoon and in the mornings. These data all appear in Table IV. As compared with watching commercial television then, the amount of time these respondents spend watching KOCE per week (Table III) is less than they typically watch all television in a week day evening (Table IV).

		No.	%
Morning			
None		153	76.1
1 - 5 hours		45	22.4
6 - 10 hours		3	1.5
11 - 15 hours		-	-
16 - 20 hours		-	-
21 - 24 hours		-	-
	Total	201	100.0
Afternoon			
Unspecified number of hours		1	0.5
None		134	66.7
1 - 5 hours		64	31.8
6 - 10 hours		2	1.0
11 - 15 hours		-	-
16 - 20 hours		-	-
21 - 24 hours		-	-
	Total	201	100.0
Evening			
Unspecified number of hours		4	2.0
None		11	5.4
1 - 5 hours		161	80.1
6 - 10 hours		9	4.5
11 - 15 hours		8	4.0
16 - 20 hours		3	1.5
21 - 24 hours		5	2.5
	Total	201	100.0
No answer		1	0.5
	Total	202	

Table IV

How Many Hours of the Typical Week
Do Adults in Your Household Watch TV?

As shown in Table V, when asked whether or not they watched KCET, Channel 28, the public television station in Los Angeles, 54.0 percent of the respondents reported that they spent between one and five hours each week doing so. Another 12.8 percent reported that they spent between six and ten hours per week. Thus, a total of 76.8 percent of the respondents

spent between one and ten hours per week watching KCET. A total of 80.2 percent, however, spent between one and ten hours per week watching KOCE. Moreover, 28.7 percent of the respondents reported that they were not regular viewers of KCET as compared with 15.3 percent not being regular viewers of KOCE.

	No.	%
1 - 5 hours	109	54.0
6 - 10 hours	26	12.8
11 - 15 hours	5	2.5
16 - 20 hours	3	1.5
21 - 25 hours	1	0.5
None	36	17.8
Now and then	17	8.4
No answer	5	2.5
Total	202	100.0

Table V

Do You Watch KCET-Channel 28?

These data suggest that a greater proportion of the group of active KOCE viewers may be described as regular KOCE viewers that can be described as regular KCET viewers. A large proportion, judging from their answers to questions three and five, can be described as regular viewers of both stations.

Judging from the data shown in Table VI, a fairly large proportion of KOCE active viewers subscribe to KCET: 18.8 percent. Of these, 68.5 percent had been KCET subscribers for two years or longer. Of all the respondents, however, the largest proportion, 80.2 percent, were not subscribers to KCET.

			No.	%
Yes			38	18.8
	No.	%		
8 mos.	1	2.6		
1 year	8	21.0		
2 years	10	26.3		
3 years	7	18.4		
4 years	2	5.3		
5 years	5	13.1		
6 years	2	5.3		
no answer	3	7.9		
	38	100.0		
No			162	80.2
No answer			2	1.0
		Total	202	100.0

Table VI

Are You a Member or Subscriber
to KCET-Channel 28?

Tables III, IV, and V, when taken together, suggest that our respondents spend the largets proportion of their television viewing time watching commercial stations. Table VII provides data that confirm this observation. Over thirty-nine percent of the respondent group watch commercial television between one and ten hours per week. More than half watch ten hours or more per week and 27.2 percent of the respondents watched commercial television more than 20 hours per week or three hours per day on the average. These data correspond with those shown in Table IV which show that the majority of the respondents watch between one and five hours each weekday evening.

As for the quality of KOCE reception, 68.8 percent of our respondents reported that it was either as good or better than other stations. A total of 28.2 percent told us that their KOCE reception was not as good as other stations (Table VIII).

	No.	%
0 - 1 hour	14	6.9
1 - 10 hours	79	39.1
11 - 20 hours	45	22.3
21 - 30 hours	35	17.3
31 - 40 hours	14	6.9
41 - 50 hours	3	1.5
51 - 60 hours	1	0.5
61 - 70 hours	2	1.0
71 - 80 hours	2	1.0
81 - 90 hours	-	-
91 - 100 hours	-	-
No answer	7	3.5
Total	202	100.00

Table VII

About How Many Hours Per Week
Do You Watch Commercial
Channels 2-13?

	No.	%
Not as good	57	28.2
As good	117	57.9
Better	22	10.9
No answer	6	3.0
Total	202	100.0

Table VIII

How Is Your Reception
of Channel 50 Compared To
Other Stations?

Source of Local News

Most of our respondents, 64.3 percent, look to newspapers as their primary source of Orange County news with one-third as many identifying television as the most important source (Table IX). Except for these two media, no other sources seem to be important. Moreover, relatively few

people cited combinations of newspapers, television, and radio as important sources of information. Apparently, one who gets Orange County news from the newspaper does not also typically get it from television.

	No.	%
Newspaper	130	64.3
Television	41	20.3
Radio	10	4.9
Conversation	33	1.5
Other:		
Newspaper, Television, and Radio	3	1.5
Newspaper and Television	2	1.0
Newspaper and Conversation	2	1.0
Newspaper, Television and Conversation	1	0.5
Television and Radio	2	1.0
I do not get it	3	1.5
No answer	5	2.5
Total	202	100.0

Table IX

Where Do You Get Most of Your Orange County News?

Programs Viewed on KOCE

Table X shows that 29.7 percent of our respondents indicated that educational courses would appeal to them as KOCE programs and 32.7 percent identified cultural programs as appealing. Altogether over 60 percent of the respondent group looks to KOCE as a source of educational and cultural television programs. Another important proportion, 21.9 percent, indicated that they would find programs concerning local or county affairs of interest.

	No.	%
Educational courses	121	29.7
Children's shows	41	10.1
Local/county affairs	89	21.9
Cultural programs	133	32.7
Other types:	23	5.6

	No.	%
Health programs	2	8.7
Documentaries	6	26.1
Science fiction	1	4.3
Local game shows with high school and college students	1	4.3
Drama	4	17.4
Sports	1	4.3
Travel	3	13.0
Hobbies	3	13.0
Sewing	1	4.3
Politics	1	4.3
	23	100.0

Total	202	100.0

Table X

Which Kind of Channel 50 Programs
Would Appeal to You and Your Family?

Only 10 percent of our respondents reported that children shows were appealing. This statistic agrees with the findings of another component of the research project, the Audience Analysis Telephone Survey[1], which showed that persons in Orange County who watch public television look to Los Angeles-based KCET as a source of programs for their children to a greater extent than they do to KOCE.

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[1] Coast Community College District, Audience Analysis Telephone Survey, January, 1974.

Televised College Courses

When asked whether or not they had watched any part of KOCE's college courses, 55.4 percent of the respondents reported that they had, as shown in Table XI. According to Table XII, 71.3 percent said that they would be interested in taking a college course over television and almost 60 percent (Table XIII) reported that they would be interested in taking a television course without credit, but nevertheless making full use of facilities offered to those students who would take the course for credit.

	No.	%
Yes	112	55.4
No	88	43.6
No answer	2	1.0
Total	202	100.0

Table XI

Have You Watched Any Parts of
Channel 50's College Courses?

	No.	%
Yes	144	71.3
No	53	26.2
No answer	5	2.5
Total	202	100.0

Table XII

Might You Ever Be Interested In
Taking a College Course Over Television?

	No.	%
Yes	121	59.9
No	69	34.2
Probably/Maybe	1	0.5
No answer	11	5.4
Total	202	100.00

Table XIII

Might You Be Interested In
Taking a Televised Course Without Credit--
But Using Facilities?

Household Characteristics

Tables XIV, XV, XVI, and XVII describe the household characteristics of those persons who voluntarily contacted KOCE during its first year of broadcasting. Of these, 61.9 percent had more than one television set in their household, 83.7 percent had at least one set that received broadcast in color.

	No.	%
One set	77	38.1
Two sets	77	38.1
Three sets	40	19.8
Four sets	4	2.0
Five sets	1	0.5
Six sets	2	1.0
Ten sets	1	0.5
None	-	-
No answer	-	-
Total	202	100.00

Table XIV

How Many Television Receivers
Does Your Household Have?

Active viewers describe themselves typically as professional, proprietorial/managerial or retired with respect to occupation, with 90.6 percent of the respondents checking these occupations on the questionnaire.

	No.	%
Yes	169	83.7
No	32	15.8
No answer	1	0.5
Total	202	100.0

Table XV

Do Any Receive Color?

Nearly 50 percent of the respondents reported they completed 16, 17, or 18 years of education, that is to say that they were college graduates and in many cases had completed postgraduate work. Another 14.8 percent reported that they had completed 12 years of education and 11.4 percent had completed 14.

	No.	%
Professional	99	49.0
Sales/clerical	8	4.0
Unskilled Labor	1	0.5
Retired	37	18.3
Proprietorial/managerial	27	13.3
Skilled labor	18	8.9
Military	4	2.0
Other:		
Psych. technician	1	0.5
Self-employed	2	1.0
Unemployed	1	0.5
Technical writer	1	0.5
No answer	3	1.5
Total	202	100.0

Table XVI

What Is The Occupation of The Head of Your Household?

	No.	%
0 - 7 years	1	0.5
8 years	4	2.0
9 years	1	0.5
10 years	1	0.5
11 years	1	0.5
12 years	30	14.8
13 years	2	1.0
14 years	23	11.4
15 years	10	4.9
16 years	52	25.7
17 years	27	13.3
18 years	22	10.9
19 years	6	3.0
20 years	7	3.5
21 years	5	2.5
22 years	2	1.0
28 years	1	0.5
No answer	7	3.5
Total	202	100.0

Table XVII

How Many Years of Education Has The Head of Your Household Completed?

Role of KOCE

One hundred and forty out of the 202 respondents answered question 18: "What should be the role of KOCE, Channel 50?" Their responses were grouped together into the broad categories shown in Table XVIII. The largest single response category was educational and cultural programming accounting for 59.3 percent of those answering the question. Another large group, 31.4 percent, indicated that KOCE should be the voice of Orange County and should provide news about local and county affairs and community events. Relatively few, 1.4 percent, saw an important function for KOCE in providing an outlet for public broadcasting system programming and another fairly small percent, 4.3, saw an important function for the

station in supplementing commercial television. When asked whether or not KOCE was satisfying the roles they thought was best for it, 71.8 percent of those answering said yes; 16.9 percent said no (Table XIX).

	No.	Total Respondents %	Those Answering %
Be the voice of Orange County: local news, county affairs, community events	44	21.8	31.4
Provide PBS outlet	2	1.0	1.4
Educational and cultural	83	41.0	59.3
To supplement commercial television	6	3.0	4.3
Showcase of local talent	1	0.5	0.7
Bring higher caliber programs to Orange County	1	0.5	0.7
Local support of public TV, education	1	0.5	0.7
Continue as is	1	0.5	0.7
Consumer oriented	1	0.5	0.7
No answer	62	30.7	
Total	202	100.0	

Table XVIII

What Should The Proper Role of KOCE-Channel 50 Be?

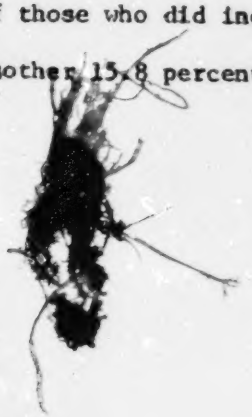
	No.	Total Respondents %	Those Answering %
Yes	89	44.0	71.8
No	21	10.4	16.9
Yes and no	7	3.5	5.6
Going in the right direction	7	3.5	5.6
No answer	78	38.6	
Total	202	100.0	

Table XIX

Do You Think That KOCE-Channel 50 Is Satisfying This Role?

Table XX shows the variety of answers respondents offered to the question, "What should Channel 50 do that as far as you know it is not doing?" Those items with the most frequent mention suggest that KOCE should have daily news broadcasts about Orange County, should have more art appreciation and cultural programs, should have program listings in more local newspapers, and should provide more musical programs.

In response to the question, "What should Channel 50 not do that you understand it is doing?" 183 out of 202 did not answer. Forty-two percent of those who did indicated that KOCE should not be so repetitious with KCET. Another 15.8 percent said that it should not present college credit courses.



	No.	Total Respondents %	Those Answering %
Have Orange County news daily	9	4.5	10.3
Have program listings in college paper	1	0.5	1.1
Have interviews with local elected officials	2	1.0	2.3
Provide a showcase of local talent	1	0.5	1.1
Recognizing the audience it is serving--it is not an inner city	1	0.5	1.1
Develop interest in groups such as senior citizens and Mexican-Americans	1	0.5	1.1
Have more general programming from Orange County	2	1.0	2.3
Give access to air time to community groups	1	0.5	1.1
Depth analysis to important local issues	1	0.5	1.1
Cover all local events	1	0.5	1.1
More programs such as "Orange County in Washington"	1	0.5	1.1
Have listings in San Diego newspapers	2	1.0	2.3
Have better publicity	2	1.0	2.3
Announce changes in program scheduling	1	0.5	1.1
More advertising--TV, radio, etc.	1	0.5	1.1
Send out "Forum 50" on time	1	0.5	1.1
See more musical programs	7	3.5	8.0
Have sporting events	1	0.5	1.1
Have more religious education	2	1.0	2.3
Have more art appreciation and cultural programs	6	3.0	6.9
Have film appreciation program	1	0.5	1.1
Have more original cultural programming	2	1.0	2.3
Jave stronger signal	3	1.5	3.4
Expand its vieving day	5	2.5	5.7
Have more competent people to teach courses	1	0.5	1.1
Have listings in more local newspapers	6	3.0	6.9
Have more formal educational courses	3	1.5	3.4
Have political science course	1	0.5	1.1
Have information on consumer frauds	1	0.5	1.1
Have more general information programs	1	0.5	1.1
Have more courses in technical field	1	0.5	1.1
Have more programs for women	1	0.5	1.1
Have college credit courses early in day	1	0.5	1.1
Have more family programs	1	0.5	1.1
Have shorthand courses	1	0.5	1.1
Have greater variety of college courses	2	1.0	2.3
Have more adult entertainment	1	0.5	1.1
Have language programs for adults	1	0.5	1.1
Have program on how to play bridge	1	0.5	1.1
Have program on spelling	1	0.5	1.1
Have theatre reviews	1	0.5	1.1
Schedule educational shows at night	1	0.5	1.1
Have programs for common labor work	1	0.5	1.1
Science fiction	1	0.5	1.1
Have more consumer oriented programs	1	0.5	1.1
More of the same	3	1.5	3.4
No answer	115	56.9	
Total	202	100.0	

Table XX

What Should Channel 50 Do That,
As Far As You Know,

	No.	Total Respondents %	Those Answering %
Don't be so repetitious with KCET	8	3.9	42.1
Present college credit courses	3	1.5	15.8
Stop pandering in certain of its emphasis to only one spectrum of the community	1	0.5	5.3
Don't spend so much time on Afro-culture and separation of races	1	0.5	5.3
Should not produce any entertainment programs	1	0.5	5.3
Do not be timid	1	0.5	5.3
Too many talk programs	1	0.5	5.3
Broadcast half the shows--1/2 are not good enough to watch	1	0.5	5.3
Do not aim at so low an I.Q. (example: Consumer Contest)	1	0.5	5.3
Not show children's programs; that is KCET's job	1	0.5	5.3
No answer	183	90.6	
Total	202	100.0	

Table XXI

What Should Channel 50 Not Do
That You Understand It Is Doing?

UNIVERSITY OF CALIF.
LOS ANGELES

JUL 5 1974

CLEARINGHOUSE FOR
JUNIOR COLLEGE
INFORMATION

APPENDIX A

KOCE-TV 50

Dear Channel 50 Viewer:

...At least we hope you're a Channel 50 viewer because you and about five hundred others have written to the station. As someone who has shown interest in Channel 50, may we ask you to take a few minutes to answer the enclosed questionnaire and return it to us in the postage-paid envelope?

If you belong to a group which might want to express some opinions about Channel 50, please feel free to copy this form and distribute it to them.

Although much of the information we ask for is in a form which can be tabulated, we also want your individual opinions and specific suggestions.

Thanks so much for your help.

Sincerely,

Richard W. Brightman
Director, Institutional Research
Coast Community College District

RWB/tlh
Enclosures: 2

KOCE-TV COMMUNICATIONS PATTERN SURVEY

1. How did you first hear about Channel 50?

1 ☐ friend
2 ☐ newspaper article
3 ☐ newspaper ad
4 ☐ radio announcement
5 ☐ came across it accidentally, switching channels
6 ☐ mail brochure
7 ☐ brochure picked up on college campus
8 ☐ other: _____

2. Have you suggested to anyone else that they watch some program(s) on Channel 50?

Yes:
Who?
1 ☐ member of family
2 ☐ other relative
3 ☐ neighbor
4 ☐ colleague at work
5 ☐ friend
6 ☐ No

3. About how many hours PER WEEK do you watch Channel 50? _____

4. How many hours of the typical week day do adults in your household watch TV?

Morning: _____ hours
Afternoon: _____ hours
Evening: _____ hours

5. Do you watch KCET, Channel 28?

1 ☐ yes: About how many hours per week? _____
2 ☐ no

6. Are you a member or subscriber to KCET, Channel 28?

1 ☐ yes: For how long? _____ years
2 ☐ no

7. About how many hours per week do you watch commercial channels, 2-13? _____

8. How is your reception of Channel 50 compared to other stations?

1 ☐ not as good
2 ☐ as good
3 ☐ better

9. Where do you get most of your Orange County news?

1 ☐ newspaper
2 ☐ television
3 ☐ radio
4 ☐ conversation
5 ☐ other: _____

Please turn page over

10. Which kind of Channel 50 programs would appeal to you and your family?

1 ☐ educational courses
2 ☐ children's shows
3 ☐ local/county affairs
4 ☐ cultural programs
5 ☐ other types (please specify) _____

11. Have you watched any parts of Channel 50's college courses?

1 ☐ yes
2 ☐ no

12. Might you ever be interested in taking a college course over television?

1 ☐ yes
2 ☐ no

13. Might you be interested in taking a televised course without credit--but using college facilities such as occasional meetings with instructors?

1 ☐ yes
2 ☐ no

14. How many television receivers does your household have? _____

15. Do any of these receive color?

1 ☐ yes
2 ☐ no

16. What is the occupation of the head of your household?

1 ☐ professional
2 ☐ sales/clerical
3 ☐ unskilled labor
4 ☐ retired
5 ☐ proprietorial/managerial
6 ☐ skilled labor
7 ☐ military
8 ☐ other: _____

17. How many years of education has the head of your household completed? _____

18. What should be the proper role of KOCE, Channel 50? _____

_____

Do you think that KOCE, Channel 50 is satisfying this role?

1 ☐ yes
2 ☐ no

19. What should Channel 50 do that, as far as you know, it is not doing?

_____

20. What should Channel 50 not do that you understand it is doing?

_____

Thank you for your help.